

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.  
0110754-629

In Re Application Of: Thomas J. Sullivan et al.

JUL 07 2005

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
09/385,489	August 30, 1999	D. Lastra	24573	3622	9228

Title: **SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS**

Address to:  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**37 CFR 1.97(b)**

1. ☐ The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.

**37 CFR 1.97(c)**

2. ☒ The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:

☐ the statement specified in 37 CFR 1.97(e);

**OR**

☒ the fee set forth in 37 CFR 1.17(p).

**TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT**  
(Under 37 CFR 1.97(b) or 1.97(c))

Docket No.  
0110754-629

In Re Application: Thomas J. Sullivan et al.

Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
09/385,489	August 30, 1999	D. Lastra	24573	3622	9228

Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS

**Payment of Fee**

(Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))

- ☒ A check in the amount of \$180.00 is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 02-1818 as described below.
- ☐ Charge the amount of
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.
- ☐ Payment by credit card. Form PTO-2038 is attached.

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**

**Certificate of Transmission by Facsimile\***

I certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No.

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Typed or Printed Name of Person Signing Certificate

**Certificate of Mailing by First Class Mail**

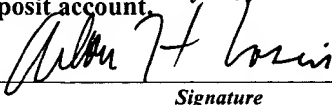
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
Signature of Person Mailing Correspondence

\_\_\_\_\_  
Typed or Printed Name of Person Mailing Certificate

**\*This certificate may only be used if paying by deposit account**

  
Signature

Dated: July 7, 2005

Adam H. Masia, Reg. No. 35,602  
BELL, BOYD & LLOYD LLC  
P.O. Box 1135  
Chicago, Illinois 60690-1135  
(312) 807-4284

CC:



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Thomas J. Sullivan, et al.  
Appl. No.: 09/385,489  
Conf. No.: 9228  
Filed: August 30, 1999  
Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS  
Art Unit: 3622  
Examiner: D. Lastra  
Docket No.: 0110754-629

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

In accordance with the provisions of 37 C.F.R. 1.56, 37 C.F.R. 1.97, and 37 C.F.R. 1.98, Applicant requests that a citation and examination of the references cited below, and on the attached PTO-1449 form be made during the course of examination of the above-identified application for United States patent. Pursuant to 37 C.F.R. 1.98, copies of all non-patent documents are enclosed.

**NON-PATENT DOCUMENTS**

Efficient Consumer Response, written by Kurt Salmon Associates, published in 1993.

Trade Promotion Spending & Merchandising 1998 Industry Study, written by Cannondale Associates, published in 1998.

Applicants looks forward to a favorable consideration of this matter.

Respectfully submitted,  
BELL, BOYD & LLOYD LLC

BY

Adam H. Masia  
Reg. No. 35,602  
P.O. Box 1135  
Chicago, Illinois 60690-1135  
Phone: (312) 807-4284

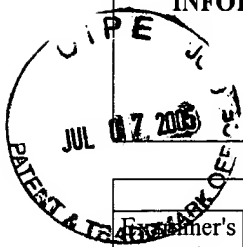
07/11/2005 SSITHIB1 00000131 09385489

01 FC:1806 180.00 OP

07/11/2005-SSITHIB1-00000131-09385489

02 FC:1252 450.00-OP

Date: July 7, 2005



**INFORMATION DISCLOSURE CITATION  
IN AN APPLICATION**  
(Use several sheets if necessary)

PTO Form 1449

Atty Docket No.  
0110754-629

Application No.  
09/385,489

Applicant  
Thomas J. Sullivan et al.

Filing Date  
August 30, 1999

Group  
3622

**U.S. PATENT DOCUMENTS**

Examiner's Initials	Document Number	Publication Date	Inventor	Class	Subclass	Filing Date If Appropriate

**FOREIGN PATENT DOCUMENTS**

Examiner's Initials	Document Number	Publication Date	Country	Class	Subclass	Translation	
						Yes	No

Examiner's Initials	<b>OTHER DOCUMENTS</b> <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>
	Efficient Consumer Response, written by Kurt Salmon Associates, published in 1993.
	Trade Promotion Spending & Merchandising 1998 Industry Study, written by Cannondale Associates, published in 1998.

<b>Examiner:</b>	<b>Date Considered:</b>
*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	